

Message Text

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11
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E.O. 11652: N/A
TAGS:
SUBJ: MEDIA COVERAGE OF VIKING MARS LANDING AND OLYMPIC
GAMES

1. RECENT CONCURRENT NEWSPAPER COVERAGE IN THE GDR OF THE VIKING LANDING AND THE OLYMPIC GAMES SUGGESTS THAT THE EAST GERMAN EMPHASIS ON TECHNOLOGY AND SPORTS IS IN OUR FAVOR.

2. BOTH THE BERLINER ZEITUNG AND THE NEUES DEUTSCHLAND CARRIED SHORT, FACTUAL DESCRIPTIONS OF THE VIKING LANDING ON THE FRONT PAGES OF THEIR JULY 21 ISSUES, AND BOTH ALSO PUBLISHED PHOTOS OF THE MARS SURFACE AND EXPANDED STORIES ON PAGE FIVE OF THE SAME ISSUES. BOTH CARRIED CONTINUING ARTICLES IN THEIR JULY 22 ISSUES. INTERESTINGLY, SHORT ARTICLES ON SALUT 5 AND VIKING ARE CARRIED NEXT TO EACH OTHER ON PAGE FIVE OF THE JULY 22 ISSUE OF THE BERLINER ZEITUNG.

3. THE HEAVY EMPHASIS ON GDR PARTICIPATION IN THE OLYMPIC GAMES IS REFLECTED IN THE INTENSIVE NEWSPAPER AND TELEVISION COVERAGE. GDR SUCCESSES ARE NATURALLY PROMOTED AND PRAISED, BUT U.S. MEDAL WINNERS AND RECORDS ARE MENTIONED IN THE CONTEXT OF GDR PARTICIPATION. THE EMPHASIS ON MEDALS ALSO RESULTS IN THE GDR AND THE USA RUNNING SIDE-BY-SIDE IN THE DAILY BOX SCORES.

THE MUTUAL SUCCESS IN SWIMMING MAY HAVE CREATED A SUBTLE BOND, SINCE THE TWO COUNTRIES CURRENTLY DOMINATE THE SPORT. A
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YOUNG GDR BORDER GUARD RECENTLY VOLUNTEERED TO EMBASSY OFFICER

WITH A BIG SMILE THAT THE U.S. HAD JUST FINISHED 1-2-3 IN
THE MEN'S 200 METER BUTTERFLY.
4. PRESS CLIPPING FOLLOW. COOPER

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